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CONCERNING EDUCATIONAL EXHIBITS OF THE U. S. DEPARTMENT OF AGRICULTURE Department of Agriculture

What They Are and How They May Be Obtained for Miscellaneous Occasions

The educational exhibits of the U. S. Department of Agriculture are chiefly prepared-in-advance take-down structures which present by means of pictures, diagrams, legends, light, sound and motion, important results of investigational work on such agricultural subjects as livestock and poultry raising, dairying, forestry, marketing, roads, boys' and girls' club work, nutrition and others. Many of them have electrical and mechanical features.

The regular educational exhibits of the Department of Agriculture are prepared and displayed under an appropriation that provides funds specifically for exhibitions at State, interstate, and international fairs only. The Department Office of Exhibits does not have funds for exhibitions at any other types of occasions. It is possible from time to time, however, to arrange for exhibitions at a limited number of occasions other than those specified by the appropriation, if they occur at times when the state fair exhibit material is not engaged in the state fair season program, and if all expenses are provided for from sources other than the exhibits appropriation. Applications for exhibits at other than State, interstate or international fairs, therefore, can be accepted only subject to the exhibits desired being available, and the possibility of arranging for expenses outside the exhibits appropriation.

Each exhibit lays particular stress upon some major agricultural subject, while in the large and carload exhibition groups, emphasis falls upon one or more of the major subjects with a few exhibits on some of the other subjects included for variety. In planning exhibition programs for fairs or other exhibition occasions, effort is made to provide exhibits on the subjects that will be most useful to them, giving preference whenever possible to applications for specific exhibits or groups in the order in which received. Department publications, which offer additional information on the subjects presented in the exhibits and on related subjects, if desired, usually can be furnished with groups containing exhibits on several subjects.

Individual exhibits require 10 to 20 feet of aisle frontage by about 10 feet deep, while carload groups when installed occupy from 100 to 140 feet of aisle frontage by about 10 feet deep, or from 1000 to 1400 square feet, depending, of course, upon the size of the group. Most of the exhibits require about nine feet for height, but there are a few special features that require from 10 to 13 feet. Space for large groups of exhibits need not be in an unbroken line, however, as the exhibits can be set up along two or more sides of a building, in or around a hollow rectangle, or back to back. The exhibits provide their own structures and wall space and in consequence can be installed in almost any type of space.

When a large or carload group of exhibits is to be displayed, an installation diagram is prepared for the purpose of determining the most economical and effective use of the space, and for a guide to the Department representatives or other persons who supervise the installation. For this purpose sketch of the space is provided by the management of the exhibition occasion, and the individual exhibits are outlined upon a plat made from it, both plat and the exhibits being drawn to scale. If in making up the diagram it appears that by adjustment or change of space the effectiveness of the exhibit can be increased materially, the possibility is called to the attention of the management, and likewise, if the diagram shows that more space has been provided than is necessary, the excess is released. A copy of the completed diagram is furnished the management for information and suggestions.

Department representatives are not usually sent to miscellaneous exhibition occasions to supervise the installation, presentation, and dismantling of exhibits unless some arrangement can be made for funds to meet the cost of them. If representatives are sent, however, careful thought is given to the selection of the men with due regard to their experience in Department exhibit work, as well as to their knowledge of agricultural subject matter and their tact and ability to cooperate. Each representative is furnished with full instructions, including a copy of the installation diagram, and follows the plans as closely as conditions permit.

Each fair or other exhibition occasion with which exhibition arrangements are made cooperates by depositing with the Department in advance of shipment of exhibits a sum sufficient to cover the cost of freight, express, or truck transportation to and from the town in which the exhibition is to be made, and such other costs as the circumstances require; bears the cost of drayage at the exhibition point; furnishes space and common labor for installing and dismantling the exhibits without cost to the Department as well as electrical and such other special services as may be necessary to accomplish a successful exhibition. The amount of the deposit for costs is determined by estimating the freight charges, cost of warehouse and office handling, trucking, and such materials and other work as may be required at as near cost as can be anticipated, full advantage being taken of railroad tariffs that provide for the movement of exhibits at reduced rates.

Where exhibits or exhibition groups move over a circuit of two or more occasions, the costs for the complete circuit are computed and the deposit for each occasion determined by dividing the total expense by the number of occasions participating in the circuit. Sometimes an occasion on an exhibition circuit does not have room to display all of the individual exhibits in the circuit group. The extras are then merely stored at that exhibition point until the close of the exhibition and reloaded with the material actually shown. Failure to use all of the exhibits, however, does not reduce the amount of the prorated expense, for the transportation companies collect for the movement of the entire shipment whether or not all its parts are shown at each point.

Usually it is not practicable to divert carload groups of exhibits from state fair circuits for display between scheduled exhibitions at mis-

cellaneous occasions, for the reason that the groups are generally scheduled for as many state fair exhibitions as can be accomplished while the material is in good condition. Neither is it practicable to provide miscellaneous occasions with individual exhibits drawn from one or more state fair groups while on their circuits because that enforces idleness on the unused portions of the groups, thereby reducing the number of exhibitions that can be made during the limited period of the fair season.

If an exhibit is desired:

1. Application should be submitted to the Office of Exhibits U. S. Department of Agriculture, Washington, D. C. stating the name, dates, and character of the occasion for which exhibits are desired; the general agricultural subjects that are best suited to the region served by the exhibition occasion and upon which exhibits would be helpful; the amount of space for which exhibits are desired; and whether the exhibition occasion is in position to meet the cooperative conditions under which the exhibits are available.
2. A sketch or plat of the space to be assigned should accompany the application, if possible. A rough pencil drawing will do if the location and dimensions of the space and of obstructions such as doors, posts, partitions, low ceilings, aisles, etc., are stated accurately. The relation of the space to the remainder of the building should be shown also.

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collaboration, for the reason that the groups are generally scheduled for an exact date and time and as can be accomplished while the material is in good condition. Neither is it practicable to provide miscellaneous exhibits drawn from one or more state fair groups which are held at various times because that enforces idleness on the unused portions of the space; thereby reducing the number of exhibits that can be made during the limited period of the fair season.

If an exhibit is desired:

1. Application should be submitted to the Office of Exhibits, U. S. Department of Agriculture, Washington, D. C. stating the name, date, and character of the occasion for which exhibits are desired; the general agricultural subjects that are most suited to the region served by the exhibition; the occasion and upon which exhibits would be helpful; the amount of space for which exhibits are desired; and whether the exhibition occasion is in position to meet the cooperative conditions under which the exhibits are available.

2. A sketch or list of the space to be assigned should accompany the application, if possible. A rough pencil drawing will do it the location and dimensions of the space and of obstructions such as doors, posts, partitions, low ceilings, aisles, etc., are stated accurately. The relation of the space to the remainder of the building should be shown also.

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